

**APPROVED
BEACH REDEVELOPMENT BOARD
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
Monday, July 18, 2016, 2:30 P.M.**

MEMBERS	FEB 2016/JAN 2017			
	REGULAR MTGS		SPECIAL MTGS	
	Present	Absent	Present	Absent
Anthony Abbate, Chair	P 2	2	1	0
Ina Lee, Vice Chair	P 2	2	1	0
Abby Laughlin	A 2	2	1	0
Christian Luz	P 3	1	1	0
Thomas B. McManus	A 2	2	0	1
Andy Mitchell, Jr.	P 3	1	1	0
Judith Scher	P 3	1	0	1
Tim Schiavone	P 4	0	1	0
Shirley Smith	P 4	0	1	0
Aiton Yaari	A 1	3	1	0

Staff

Don Morris, Beach CRA Manager
Tom Green, Engineering Design Manager
Kevin Walford, Transportation and Mobility
Ross Brady, Structural Innovation
Robyn Chiarelli, DFLTMA Director
Diana Alarcon, Director of Transportation and Mobility
Cija Omengebar, Economic Development Aide
Lizeth DelTorres, Administrative Aide
Jamie Opperee, Recording Secretary, Prototype, Inc.

Presenters and Guests

Paul Chettle, resident

I. Call to Order and Determination of Quorum – Anthony Abbate

Chair Abbate called the meeting to order at 2:30 p.m.

Quorum Requirement

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

Communication to the City Commission

By consensus, the BRB requested that the City Commission direct staff to prepare a Public Information plan that includes a whole campaign for the Beach Projects.

II. Approval of BRB Minutes June 20, 2016 – Anthony Abbate

Motion made by Vice Chair Lee, seconded by Mr. Mitchell, to approve the minutes of the June 20, 2016 minutes. In a voice vote, the motion passed unanimously (7-0).

III. Sun Trolley Funding Request – Karen Mendrala, Principal Planner (not addressed at this time)

IV. Beach CRA Budget Recommendation – Donald Morris, Beach CRA Manager

Mr. Morris stated that he wished to continue the item to the August meeting to allow more time for preparation.

V. Beach Master Plan, 60% Design and Cost Estimates Presentation – Thomas Green, Senior Project Manager (not addressed at this time)

**VI. Recommendation of BRB Representative on BID Committee – Donald Morris,
Beach CRA Manager**

Motion made by Ms. Scher, seconded by Mr. Mitchell, to recommend Vice Chair Lee as the BRB representative to the BID Committee. In a voice vote, the motion passed unanimously (7-0).

There were no other nominations.

Vice Chair Lee stated that she wanted to have a joint meeting soon with the BID and the BRB to discuss what happens after the CRA sunsets.

VII. BRB Representative on Holiday Display Evaluation Committee - Donald Morris, Beach CRA Manager

Mr. Morris recalled that the BID and the BRB agreed on how to move forward with the Holiday Lights and Display. He said they went out for an RFP for a bid package for Holiday (pole) Lights, and they have recommended a selection to the City Commission for their August meeting. The call for bids for the display (a take-off on the Olas snowman) will close this week. A member from the BID and a member from the BRB are requested to serve on the selection committee. The other members will be Chaz Adams (Public Information Officer), Kerry Collier (Parks Superintendent), and Mr. Morris.

Motion made by Vice Chair Lee, seconded by Ms. Scher, to nominate Chair Abbate for the BRB representative to the Holiday Display Evaluation Committee. In a voice vote, the motion passed unanimously (7-0).

There were no other nominations.

Mr. Morris said he would send out an email to the Board for members to respond to him individually about the design after the Evaluation Committee has met. This is just about the display at the Las Olas entrance. He reminded the Board they are not doing the snowflakes on the poles, they are just wrapping them to mitigate issues with wind. The first year will be \$52,000, and the second year will be \$18,000. Those amounts include storage, service, and maintenance. The area covered will be on Sunrise Boulevard up to the Fort Lauderdale Beach Park.

Mr. Mitchell wanted the lights to extend north of Sunrise Boulevard to 18 Street, and Mr. Morris said the current bid did not cover that but he could try and get a quote. The BRB and BID contribution just covers the current bid.

III. Sun Trolley Funding Request – Karen Mendrala, Principal Planner (from earlier in the agenda)

Ms. Alarcon said they sent a funding request for a contribution for the 2016-2017 budget for continued support of the Sun Trolley. She mentioned that the Beach Link gets the higher ridership throughout the whole Sun Trolley program.

Ms. Alarcon introduced Kevin Walford, Liaison between TMA and the City, Robyn Chiarelli, Executive Director, and Debbie Graynor, Transportation Manager.

Vice Chair Lee thought that paid Facebook ads targeted at people out of the area are a waste of money. She said the CVB should be targeting those people. She also commented that unless hotels have agreed to having fliers put in their rooms, they are very particular about that. Overall, she felt the marketing piece needed to be flushed out.

Robyn Chiarelli pointed out that conversations with the hotel staff indicated that many customers are using Uber, so they continue working with the concierges to teach them about the trolley. The social media component is designed to attract people while they are planning their trip.

Ms. Alarcon said they met with the CVB about combining marketing efforts, and asked Vice Chair Lee if she could help with that. Vice Chair Lee said the CVB's concentration is primarily getting people here, and said the Sun Trolley's target should be reaching them once they are here.

Mr. Mitchell said it would be much more attractive for visitors to take the trolley to the airport if it had a regular and frequent schedule. That would make the concierge more confident in promoting the trolley. Ms. Chiarelli said the Beach Link operates over two bridges and traffic is unpredictable; however, they have a real-time tracking app now so people can see where the trolley is. She said they have considered having an iPad in the hotel lobbies for people to use and see where the trolley is.

Vice Chair Lee recommended that they meet with the Beach Council Marketing Committee and the BID, where the General Managers are.

Vice Chair Lee also mentioned the importance of knowing that she can get to point A (such as a garage) to point B at beach events. Ms. Alarcon said they are exploring trams to get people from parking garages to the beach.

Mr. Schiavone said his biggest concern is visualization of people using the trolley, seeing people getting dropped off at events. People need to identify it as a means to get around. He said that international travelers are more likely to walk or use public transportation. He usually tells tourists who want to go somewhere in the vicinity to take the water taxi because it is fun and has great workers. He said the trolleys need some type of incentive to get people to ride it, such as entertainment, music, or information about what to do in the City.

Ms. Alarcon stated they have been working on a Transit Master Plan for the Sun Trolley, and they will bring back findings to this Board. Part of the Master Plan is a financial plan, so it will be sustainable financially.

Mr. Schiavone suggested they utilize the trolley at Friday Night Sound Waves so that people could be more aware of it.

In response to a question, Ms. Alarcon said they are working to resolve an issue with getting a direct route to Las Olas from the Hilton.

Chair Abbate echoed that the trolley should be made accessible for events, and also wondered if they could arrange for the trolley to be shown as a public transportation option on Google maps. Ms. Chiarelli said they have an agreement with Google, and they are considering getting added to Google transit. Chair Abbate mentioned the Waze app.

Chair Abbate opened the floor to public comment.

Mr. Mitchell said the cycle time is very important and wondered how many additional trollies are needed to reduce the cycle time. Ms. Alarcon mentioned that in next year's budget, they will receive funding for a beach traffic Commission Action Plan. They will do something similar on the beach to look at how better to move traffic on the beach. She continued that there is a half-cent sales tax for infrastructure and a half-cent sales

tax for transportation. The County gets 100% of transportation, but the City gets 100% of the infrastructure tax, which can be used for infrastructure improvements (capital investments), but not for operation and maintenance.

Paul Chettle, resident of Fort Lauderdale, said he was the only resident who attended the Transportation and Mobility Budget presentation. He asked when other grants, other than the \$298,000 one, will sunset in the future and asked for it to be made publicly available. He pointed out that ridership in 2015 for the Las Olas and the Beach declined by 35,000 riders. Those are the only two that charge money, and that represents 37% of the ridership.

In response to a question, Mr. Morris said the Northwest CRA contributes to the Sun Trolley. In the past, they determined what amount the CRA would pay by the percentage of the route that was actually within the CRA boundary. It is not based on the City's overall expenditures. Ms. Alarcon said it was a percentage of the operation costs.

Ms. Chiarelli thought that the drop in tourism plus the rise of Uber have contributed to the drop in ridership. Mr. Chettle said people who work on the Sun Trolley routes rely on the Broward County bus system because the Sun Trolley is not regular in its times. He advised them to market to the Venetian, Leisure Beaches, and other condo units.

Vice Chair Lee suggested expanding the marketing group to users and other stakeholders. Ms. Chiarelli said one of the members of the BID is on their Board. She added that they have a marketing team that has five or six members, including someone from the City of Fort Lauderdale, one from Lauderdale-by-the-Sea, and others. She recommended that someone from the BRB attend a marketing meeting and exchange ideas.

Ms. Scher recommended leaving schedules at the front desks of the condominium units at the beach so visitors and residents could see it is available. If they knew it was there, they would use it.

Mr. Schiavone wanted to refer customers to the trolley, but did not have enough information to do so. Ms. Alarcon said he could refer them to the Sun Trolley tracker app.

In response to a comment about ADA requirements, Ms. Alarcon said they are prohibited from having fixed stops. They are working on identifying ADA-compliant stops.

Motion made by Vice Chair Lee, seconded by Ms. Scher, to approve the request.

Mr. Mitchell wanted to have a representative from the BRB on their Marketing Committee, and Mr. Schiavone agreed to attend a meeting.

In a voice vote, the motion passed unanimously (7-0).

Vice Chair Lee stated there needs to be a reliable plan to move people from the parking garages that they are building to the hub. Ms. Alarcon commented she wanted to buy a self-driving bus that goes on a fixed route, and is very much on-time. She said they are doing research about what to purchase for that route. The funding would be tied in with the parking garage. Vice Chair Lee wanted a guarantee that there would be a system in place by the time the garages open, and Ms. Alarcon advised she had been given direction by the City Commission to have a system in place.

V. Beach Master Plan, 60% Design and Cost Estimates Presentation – Thomas Green, Senior Project Manager

Mr. Morris stated this is a repeat of the May presentation in order to help clarify what the City Commission has given direction on, and the programming moving forward. He said they are now at 80% completion, but are not ready to produce the designs yet.

Mr. Green provided a PowerPoint presentation outlining the differences between the 30% drawings and 60% drawings in an effort to keep it in budget:

- No longer a rooftop restaurant on the parking garage
- Green space to north of parking garage will retain existing surface parking
- Pocket parks no longer highlighted for improvements
- Park on south side remains, Oceanfront park remains
- Removed concrete treatment on Festival Street and replaced it with asphalt
- Traffic flow around the garage
 - Three lines of traffic entering the property
 - People movers

Mr. Mitchell wondered how to motivate people to use mass transit to alleviate traffic at the beach, and Chair Abbate observed that the infrastructure is designed to accommodate that.

Mr. Schiavone asked if there would be an express or priority lane for the trolley/people-mover. Mr. Morris said they do not have the right-of-way to do a dedicated lane. Ms. Alarcon advised they are looking at the best way to move people from the garage to Oceanside. She showed the traffic flow using the diagram. Ms. Alarcon noted that they will have maintenance and security for the garages. The tram/trolley will exit the garage and connect to Seabreeze (there will be a priority lane on busy days for the tram/trolley), and it will drop people off at a canopy and come back to Las Olas Boulevard. Vice Chair Lee asked how long it would take to go to the beach, etc. Ms. Alarcon said they are going to wait until the high season to test the time. On peak days, they would probably run two trams.

Discussion ensued about traffic around the garage area. Chair Abbate said that none of the discussion changes the plan – the plan can accommodate anything that is being said. It was noted that the area originally dedicated to a multi-modal center was taken out, but if the penny tax comes through, it would qualify as an infrastructure project.

Mr. Luz suggested capturing the traffic before it gets to Central Beach and bring them in via busses or other transportation.

At this time, Mr. Green returned to the PowerPoint presentation:

- Highlighted additional differences at 30% and 60% (reduction of scope)
 - Office space on ground floor of garage was removed
 - Two pocket parks were removed
 - Oceanside park –one small shade structure was removed
 - Added visitor center (#5 on the drawing)
 - Slight change in wrap design for garage
 - Beach Streetscape
 - Change sidewalk treatment to shave \$4 million off cost
- Proposed CRA CIP Program
 - Aquatics Center improvements
 - Las Olas Corridor Construction Project
 - A1A Project scope reductions
- Requests by the City Commission due to saved funds
 - Add back in the concrete paving on Festival Street (\$.5 million)
 - Promenade going around Marina? (\$2.75 million)
 - Parking garage design changes – more parking spaces, reduced height
 - Will have amenity on the roof

Mr. Mitchell wanted to make sure there is money set aside for the A1A work.

Mr. Morris said if there is money left over, they could add back into the project, or allocate money to projects such as DC Alexander Park. They want to wait until they get the final GMP, so they will know exactly how much money will be available.

Mr. Green showed the summary schedule for the Las Olas Corridor Improvement, A1A Streetscape, and the Aquatic Center improvements (the three projects that they have permission to move forward on). The dates shown are targeted dates for awarding the construction contracts.

Mr. Morris noted they are getting an interpretation from the Legal Department regarding whether the projects have to be completed or awarded by September 2020. He added that the CRA's intention is to have the projects completed by that date. He mentioned there is a large public information component to the projects, and they are working to make sure that is comprehensive.

Ms. Scher asked what would happen if the projects are not completed by 2020, and Mr. Morris replied that is why they are getting the interpretation from the City Attorney's office. The issue is actually finding out the date when the CRA can no longer spend money. The CRA will be collecting (TIF) money until September of 2020, so there needs to be projects in place to use that money.

Vice Chair Lee recommended looking at a strategic plan with the County Commissioners and staff to use monies for projects they feel are important. Chair Abbate said the beach is the County's "living room," and the BRB needs to be clear about their financial strategy. He argued for completing the projects in the CRA and then considering the ones affecting the County as a whole. Mr. Morris said the City Commission recognizes that the CRA has a lot to do in a short period of time, and staff has been asked to explore ways of extending the CRA or replacing its function.

Vice Chair Lee asked what they were doing on the beach side of A1A and Las Olas Boulevard. Mr. Morris said they will be widening it and putting infrastructure in the ground that can be used for events. Oceanside Plaza will also have infrastructure in place.

Vice Chair Lee emphasized that it is critically important that the projects are well lit. Mr. Morris commented they are planning a trip to Tallahassee with the City Manager and City lobbyists to talk about lighting.

Vice Chair Lee also mentioned that the Wave Wall does not look good, and Mr. Morris said the problem is that the CRA cannot pay for maintenance – he believed Parks and Recreation was responsible.

VI. Recommendation of BRB Representative on BID Committee (already addressed)

VII. BRB Representative on Holiday Display Evaluation Committee (already addressed)

VIII. Old/New Business – Donald Morris, Beach CRA Manager

Chair Abbate said that the quality of public information about the projects is lacking. Many public comments are based on misinformation. He recommended a publicity program more comprehensive than just having information on the website, to include items such as postcards, bench wraps, etc.

Chair Abbate wondered if the CRA could fund such an endeavor.

Communication to the City Commission

By consensus, the BRB requested that the City Commission direct staff to prepare a Public Information plan that includes a whole campaign for the Beach Projects.

Mr. Morris advised that the City has funded a consultant (RHI) to do a hospitality/entertainment zone assessment due to recent problems therein. They had their kick-off meeting during the prior week, and he said someone from this group may be asked to participate at some point in discussion groups. There are six representatives from the beach and six from downtown who have knowledge and awareness of what is happening in the current entertainment areas. He said there is also a residential component, and emphasized that everyone will be involved.

Mr. Morris announced the Holiday Lighting Ceremony for November 22, 2016, the Tuesday before Thanksgiving.

Mr. Schiavone suggested that everyone ride the trolley to become familiar with it.

Hearing no further business, the meeting was adjourned at 4:14 p.m.

[Minutes transcribed by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on the Beach Master Plan - Thomas Green